

# HOUSING MANAGEMENT BULLETIN

JOINT REFERENCE  
LIBRARY

FEB 26 1938

Editorial Office

ROOM 1208, 470 FOURTH AVENUE  
NEW YORK, N. Y.

NATIONAL ASSOCIATION OF HOUSING OFFICIALS • 1313 EAST SIXTIETH STREET, CHICAGO

Volume 1, No. 1

JOINT REFERENCE

JUL 8 - 1947

Editors

BEATRICE GREENFIELD ROSAHN  
ABRAHAM GOLDFELD

February 12, 1938

## FIRST STEPS IN ESTABLISHING GOOD TENANT RELATIONS

When the Cedar Central Apartments were opened in Cleveland, Ohio on August 16, 1937, a letter was sent to the residents signed by Warren C. Campbell, Regional Housing Manager and Paul L. Stannard, Resident Manager, which read as follows:

### "To Our New Tenants and Neighbors:

"The management of Cedar Central Apartments welcomes you to your new home. We're glad you're here.

"For most of us, living in a development like this is a new experience. In a sense we are pioneers, because this is a part of the first public housing program ever undertaken in America. So we feel that you as tenants, and we as the management, have a real obligation to fulfill to make it a success.

"We're pretty proud of Cedar Central, and we want you to be too. Everyone of us has a part in the job of keeping this community of ours clean, attractive and harmonious, and we're counting on your cooperation.

"Again we say 'Welcome to Cedar Central. We're glad you're here!'"

This letter has been quoted in full because it is such a good example of what can be done as a "first step" in establishing cordial tenant relations.

Another illustration of enlightened management is contained in the mimeographed leaflet distributed at Milwaukee's Parklawn,

which was opened by the Housing Division of PWA on June 1, 1937. Entitled "Helpful Suggestions to Parklawn Residents" this six-page bulletin consists of a detailed explanation of the conditions of tenancy which are virtually the rules and regulations invoked in most multiple dwellings.

This method of notifying tenants of the rules is an encouraging departure from traditional real estate practice. A few suggestive excerpts from the bulletin follow:

"The management welcomes you to Parklawn and takes this opportunity to offer the following suggestions which we believe will be helpful in attaining a better understanding of the problems which we share in common as tenants and landlord, and in developing the congenial relations that we look forward to. The ordinary rules of conduct of the average citizens in any community apply in Parklawn as they do in any other section of the city, and by cooperating with the management, tenants will find their residence here more enjoyable and beneficial as time goes on.

"Certain conditions of occupancy are set forth in the lease which you have signed.... we urge all tenants to treat their individual dwelling units, the equipment and appliances, their yards and the recreation space in the same manner that they would if the property were their own. We urge and recommend a friendly and neighborly spirit among all persons living in Parklawn, especially the children and between the grown-ups and children."

The Editors will welcome other literature illustrating unusual procedures in developing friendly tenant-management relations.

THE BULLETIN WANTS NEWS, IDEAS, REPORTS, AND OTHER MATERIAL ON MANAGEMENT  
PLEASE SEND TWO COPIES: ONE TO NAHO, ONE TO THE BULLETIN'S EDITORIAL OFFICE



## THE NEED FOR A NEW PERIODICAL

In undertaking this periodical, HOUSING MANAGEMENT BULLETIN, we are not unmindful of the doubts which many may feel as to the wisdom of launching another publication in housing. We realize that, for the most part far too much has been said about housing, and too little actually done. However, we are convinced that the period of preparation has definitely passed, and that an era of action has begun that will at last transform theory into reality.

The time seems eminently right for the publication of a journal devoted exclusively to housing management. The need for such a publication which would effect an interchange of experience and ideas, has long been felt. NAHO has long emphasized the crucial position of management in comprehensive housing programs. Its publications, meetings and first management training course are tangible evidences of this interest. About two years ago, the American Society of Women Housing Managers undertook to publish a small news-letter which it called "Management News." The organization, however, was unable to continue, and only two issues of the periodical were distributed.

HOUSING MANAGEMENT BULLETIN is, in a sense, a development of these and other activities. It will serve as a medium of expression for the views and experiences of managers both here and abroad. It will also record the outstanding events and personal achievements of individuals active in the field.

The columns of this first issue are fairly representative of the kind of material which will appear in subsequent months. A good deal of attention will be given the activities and practices of public housing projects but not to the exclusion of the limited-dividend, philanthropic or private large-scale enterprises which have long served as examples of "good housing."

We shall welcome material on any phase of management - technical, administrative, social. We are interested also in newspapers or other publications issued by tenant councils or management in housing projects anywhere in the country. Address all communications and send material to The

Editors, Housing Management Bulletin, Room 1208, 470 Fourth Avenue, New York, N. Y. A copy of all reports and letters should go as well to NAHO's main office, 1313 East Sixtieth Street, Chicago.

## FIRST USHA LEASE

On the occasion of the formal signing of the first lease between the United States Housing Authority and a local authority, John R. Fugard, Chairman of the Chicago Authority, presented to Nathan Straus, USHA Administrator, an engraved scroll that read:

"To Nathan Straus, Administrator of the United States Housing Authority, we, the first commissioners of the Chicago Housing Authority, on the occasion of paying to you the first money to be received by the United States Housing Authority from a local authority as the initial consideration for the first lease entered into with a local housing authority, give you this as a token of our appreciation of your prompt recognition of the autonomy of local authorities and your delegation to them of the responsibility for providing and administering housing in their community."

## NOTES ON ACTIVITIES OVERSEAS

A highly informative Memorandum Upon Housing Management by J. Pritchard Lovell, Housing Manager of the County Borough of Derby, England, was published in April, 1937 by the National Housing and Town Planning Council, 41 Russell Square, W.C.2., London.

The paper contains some very practical suggestions from the management standpoint as to the "layout of estates" and the "design of houses." It also gives in some detail the method used in registering applicants, allocating houses, collecting rents and performing welfare work. Of especial interest to architects and managers is the following:

"Much lack of foresight has been shown on many estates by the failure to provide for necessary amenities, and it is essential that in the earliest stages consideration should be given....to the provision of sites for schools, clinics, libraries, churches, hotels, halls, etc. A point that has often been overlooked is the laying out of roads and the entrances and exits of the estates to suit omnibus transport. Open spaces for



recreation and sports must have careful consideration and must be suitably placed away from houses...."

## Women Managers Incorporate

The Society of Women Housing Estate Managers (London), which has been functioning for a number of years, was recently incorporated under the title: "The Society of Women Housing Managers."

Among the many objects for which the Society is established are: To follow and extend the principles initiated by Octavia Hill for the management of house property; to provide a central organization for persons engaged in or connected with the profession of women housing managers trained in and following the principles of Octavia Hill, and to raise the status and to promote and encourage the interests of the said profession; to improve the technical and professional knowledge of members of the...profession by the provision of a library...meetings, lectures, and discussions, the organization of study tours, the interchange of information and opinion, the encouragement and endowment of research....

## NAHO'S COMMITTEE ON HOUSING MANAGEMENT MEETS IN CLEVELAND

The National Association of Housing Officials' Committee on Housing Management met during the Cleveland Conference in November 1937 and reviewed its activities and observations of the previous year. The more pertinent phases of management, particularly with respect to projects where operations were initiated during the year, were discussed. The importance of tenant selection in marking the degree of success of a housing development was re-emphasized, and the vehicles by which local and federal housing authorities might wisely operate, were examined. The following recommendations were submitted, among others, for the consideration of the Committee as a whole:

Advertising and Publicity. Because the ordinary methods do not reach the "lowest income" families in a community, procedures should be devised for reaching these families. It was suggested that local housing authorities might consider adopting a policy

of accepting applications continuously, irrespective of immediate supply of space, to accumulate a waiting list.

Rehousing. Local authorities should examine the system of constructing housing projects in units smaller than complete large-scale projects, thereby relieving the serious problem of rehousing large numbers of displaced tenants at one time.

Management Training. Some competent agency should assume responsibility for training future public housing managers and assistants. This should include assembling material, establishing eligibility standards, civil service requirements, etc.

## NEW YORK CITY'S INSTITUTE ON HOUSING MANAGEMENT

An eight-week course in Public Housing Management is being held under the auspices of the New York City Housing Authority and the New York City Civil Service Commission in cooperation with New York University.

The course, consisting of a series of twenty lectures, discussions and field trips, began on Monday, January 10th. It is under the joint supervision of Dr. Carol Aronovici, lecturer on Housing and Town Planning at New York and Columbia Universities, and Abraham Goldfeld, Manager of Lavanburg Homes.

This is the first time in the history of the American housing movement that a civil service commission has helped establish a training course for public housing managers. Among the topics to be discussed are: the field of housing management; housing and other social problems; housing progress through legislation; fiscal problems of a housing project; maintenance and servicing problems; legal aspects of housing management; communal activities in a housing project.

The first session included an introductory discussion by Mrs. Mary Simkhovitch, vice-chairman of the New York City Housing Authority, and Paul J. Kern, Municipal Civil Service Commissioner. Other lecturers are: Alfred Rheinsteint, chairman, New York Housing Authority; Warren Vinton and Jean Coman, United States Housing Authority; and George Jove and Ira Robbins, New York State Housing Board; also, Gladys A. LaFetra, Sidney Maslen, George A. Boehm, Clarence Stein,



Carl Feiss, H. Robert Mandel, Frank C. Lowe, Joshea S. Chinitz, Louise Blackham, Dr. F. Stuart Chapin, Dr. Harvey W. Zorbaugh, Newman Hoopingarner.

In organizing the Institute NAHO's experience with its management training course in Washington was drawn upon. The problems of the two types of training, however, are different in many respects.

---

## FACTS AND FIGURES

---

Roger Flood, formerly in charge of maintenance and operation at the Paul Laurence Dunbar Apartments, New York, has been appointed temporary manager of the Harlem River Houses to succeed F. O. Nichols. Mr. Flood will be in control of the project pending the outcome of civil service examinations.

Louis Sebralla has been named manager of Lauderdale Courts, with supervisory responsibility for Dixie Homes, large-scale projects in Memphis, Tennessee, now owned by USHA. W. F. Nabors, a Negro, will be resident manager of Dixie Homes, which is to be occupied by colored people. Mr. Sebralla is resigning as an appraisal officer of the HOLC in order to take this new post. Both projects are in the process of being leased by USHA to the Memphis Housing Authority, of which Walk C. Jones is Chairman. A lease agreement has been signed and the lease itself is now being negotiated.

Donald Jones is serving as advisor to the United States Housing Authority in connection with project management, operation and development. Mr. Jones, who was appointed by Nathan Straus, Housing Administrator, is Vice-President and Director of Wm. A. White and Sons, one of New York's oldest real estate firms.

Frank B. Lowe, manager of Hillside Homes in the Bronx, became President of the Hillside Housing Corporation when Nathan Straus resigned to become Administrator of the United States Housing Authority.

Frank B. Dorman has been resident housing manager at Williamsburg Houses in Brooklyn since June of 1937. He was appointed in 1934 as Assistant Secretary of the New York City Housing Authority, being one of the first civil service members of that body.

The tenants of Williamsburg Houses are publishing a newspaper called, "The Projector." It will be issued semi-monthly and will have columns on sports, music, stamps, and social activities.

Other projects having tenant or management publications are: University Homes, Atlanta, Georgia; Michigan Boulevard Garden Apartments, Chicago, Illinois; Chathan Village, Pittsburgh, Pennsylvania; Hillside Homes, New York City; Brooklyn Garden Apartments, New York; Marshall Field Garden Homes, Chicago, Illinois.

The next issue of HOUSING MANAGEMENT BULLETIN will contain a full column of "Suggested Readings for Housing Managers."

---

## MANAGEMENT COMMITTEE OF NEW YORK ORGANIZATION PREPARING REPORT

---

The Committee on Housing Management of the Citizens' Housing Council of New York has been active during the past few months formulating policies and standards for the management of New York's public housing developments. When completed, these will be issued as part of a report to be published by the Council.

The Citizens' Housing Council was organized in the spring of 1937 to bring together the city's leadership in the fields of real estate, construction, finance, taxation and public welfare, as well as representatives of tenant and labor groups. Its aim is to develop a "report and recommendations for public and private action on the improvement of housing conditions, especially for families of low income, in the City of New York." Mr. Harold S. Bottenheim, editor, American City, is Chairman; Mrs. Florence Stewart, formerly of the Washington Housing Association, is Executive Director.

The membership of the Committee on Housing Management is as follows: Abraham Goldfeld, Chairman, Heinz Norden, Vice-Chairman, Norbert Brown, Louise Blackham, Roger Flood, Hyman Liebowitz, May Lumsden, H. Robert Mandel, Jane MacLean, Clement E. Merowit, William J. Moyer, F. Nichols, Beatrice G. Rosahn, Walter Sperry, Harriet Townsend, Cynthia Wentworth.